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News Release

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Lt. Governor Kinder, Rams Linebacker Chris Draft Unveil “Winning With Asthma”

Program to be launched in schools across Missouri

JEFFERSON CITY – Lt. Governor Peter Kinder today joined St. Louis Rams Linebacker Chris Draft to unveil a new program targeted to raise awareness for Asthma sufferers across the state.

“Today, Chris and I are proud to unveil the “Winning with Asthma” campaign,” Lt. Governor Kinder said. “This program is specifically targeted for children in middle school and high schools throughout our state. Our mission will be to inform parents, coaches and students of the affects of Asthma and how to identify the disease.”

The “Winning with Asthma” campaign is a private-public partnership created by the National Lt. Governor’s Association. The initiative will feature posters and literature aimed at coaches, nurses and students in high schools across Missouri. A “Winning with Asthma” television and radio PSA will feature St. Louis Rams linebacker and asthma sufferer, Chris Draft.

“I am excited to partner with Lt. Governor Kinder on a project near and dear to my heart,” said Draft. “By educating parents, teachers and students to handle asthma they can one day save a life. It is my hope that with this program we can give children the tools to help tackle asthma.”

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2008 marks the beginning of Chris' 11th year in the NFL. His career also includes time on the rosters of the Chicago Bears, San Francisco 49ers, Atlanta Falcons, and the Carolina Panthers. As an active NFL player living with asthma, Chris works with many national and local organizations to increase awareness of the disease.

Right now in Missouri, over 400,000 adults and over 115,000 children suffer from the affects of Asthma. In 2004, nearly half of Missouri adults with asthma reported they were first diagnosed as children.

The "Winning with Asthma" program will feature a Coaches Clip Board Program to help coaches learn about asthma, how it affects an athlete's ability to compete and how coaches can help their athletes manage their symptoms while performing at their very best. A training program for coaches is being launched online at:
www.winningwithasthma.org.

The Missouri Department of Health and Senior Services will coordinate the Coaches Clip Board Program and outreach to school nurses.

"We are so proud to partner with Chris and the lieutenant governor in this effort to better inform people, especially Missouri's parents and children, on how they can control their asthma triggers and attacks," said Peggy Gaddy, Missouri Department of Health and Senior Services' Asthma Control and Prevention Program coordinator. "The fact that Chris has performed at the highest level of professional sports, despite suffering from asthma himself, is a standing testament that anyone with the disease can still achieve anything. We owe a big thanks to Chris and Lieutenant Governor Kinder for their continued efforts to educate the public about asthma."

The official "Winning with Asthma" website was also launched today at
www.winningwithasthma.org.

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